



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting**  
**Marked Agenda**

**8:00 a.m., Tuesday, January 21, 2014**  
**Kiva Forum-City Hall**  
**3939 N. Drinkwater Boulevard**  
**Scottsdale, Arizona 85251**

**1. Call to Order/Roll Call - 8:02AM**

Kathleen Glenn, Chairperson  
David Scholefield, Vice-Chairperson  
Tom Enders  
Ace Bailey

Ren Hirose  
Robert McCreary  
Carl Grupp - **ABSENT**

**2. Approval of Minutes**

Commission discussion and recommendation to approve the December 4, 2013 work study and December 17, 2013 regular meeting minutes

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE DECEMBER 4, 2013 WORK STUDY AND THE DECEMBER 17, 2013 MEETING. COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

**3. Manager Reports**

Staff Contact: Steve Geiogamah, Economic Development Manager-Tourism

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

**4. Tourism Development Commission Annual Report**

Commission discussion and possible recommendation regarding TDC annual report

Staff Contact: Steve Geiogamah

**COMMISSIONER HIROSE MOVED TO APPROVE THE ANNUAL REPORT AS AMENDED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

**5. Scottsdale PRCA Champions Challenge – New Event Funding Proposal**

Commission discussion and possible recommendation regarding the 2014 Scottsdale PRCA Champions Challenge Event funding proposal

Presenter: Dave Alford, Parada del Sol President

Staff Contact: Steve Geiogamah



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

**COMMISSIONER HIROSE MOVED TO RECOMMEND FUNDING THE EVENT IN THE AMOUNT OF \$75,000 WITH THE STIPULATION THAT THE EVENT MARKETING BUDGET ENSURE A RETURN ON INVESTMENT AND SATISFY THE GIFT CLAUSE ANALYSIS. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

**6. TDC Work Study Meeting Follow-Up**

Commission discussion and possible recommendation regarding follow-up items from the December 2013 work study session  
Staff Contact: Steve Geiogamah

**7. SCVB First and Second Quarter Performance Measures Report**

Report update and Commission discussion  
Rachel Sacco, Rachel Sacco, President/CEO of the Scottsdale CVB  
Staff Contact: Steve Geiogamah

**8. Horse & HorsePower Event Update**

Update and Commission Discussion regarding the 2013 Horse & HorsePower event  
Presenter: Jason Rose  
Staff Contact: Steve Geiogamah

**9. Election of Officers**

Staff Contact: Steve Geiogamah

**MOTION TO ELECT COMMISSIONER SCHOLEFIELD AS CHAIRMAN MADE BY CHAIRPERSON GLENN; SECONDED BY COMMISSIONER BAILEY. APPROVED 5-0, COMMISSIONER SCHOLEFIELD ABSTAINED.**

**MOTION TO ELECT COMMISSIONER ENDERS AS VICE-CHAIRPERSON MADE BY COMMISSIONER BAILEY; SECONDED BY COMMISSIONER MCCREARY. APPROVED 5-0, COMMISSIONER ENDERS ABSTAINED.**

**10. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**11. Public Comment**

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**12. Adjournment- 9:40AM**

**Next scheduled meeting is February 18, 2014**



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